

PRINTERS INK.

A JOURNAL FOR ADVERTISERS.

GEO. F. ROWELL & Co., Publishers, 10 SPRUCE ST., NEW YORK.

VOL. X.

NEW YORK, MAY 9, 1894.

No. 19.

REGARDING RESULTS.

The subjoined statement in writing over the signature of the Manager Advertising Department of the WM. BARR DRY GOODS Co., of St. Louis, is on file at the office of the St. Louis **REPUBLIC**, and will be presented for inspection to any authorized representative of an advertiser.

"THE REPUBLIC, St. Louis, Mo.:

I have no hesitation in saying that I have found that our best results have been obtained from advertisements placed in THE ST. LOUIS REPUBLIC.

**E. B. JAMES,
Manager Advertising Department,
Wm. Barr Dry Goods Co."**

The WM. BARR DRY GOODS COMPANY is one of the largest concerns in the West. Their advertisements appear regularly in every daily newspaper published in St. Louis. Records show "Barr" as being the banner St. Louis advertiser so far for 1894. More newspaper advertising has been placed by this house than by any other concern in St. Louis during the time mentioned. The extent of their local advertising has been neither equaled or excelled by more than two other St. Louis houses for a decade. The distinct and unqualified statement made by Barr's Advertising Manager is

An Indisputable Argument.

ATLANTIC COAST LISTS



THE

Country Weekly

IS THE STRONG
FOUNDATION IN

Advertising.

Its influence, per hundred circulation, is greater than that of any other advertising medium.

Practically everybody in the town reads it, and is influenced by it—interested in the advertisements as well as in the locals.

Its influence is great and continual.

More value is given by the COUNTRY WEEKLY for each dollar invested, especially to yearly advertisers, than can be procured by any other advertising.

1400 COUNTRY PAPERS in the New England, Middle and Southern States make up the Atlantic Coast Lists.

More than one-sixth of all the country readers of the United States read these papers weekly.

ONE ELECTROTYPE,
ONE ORDER ONLY NEEDED.

Atlantic Coast Lists,
134 LEONARD ST.
NEW YORK

C. R. ALLEN

PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

ENTERED AS SECOND-CLASS MATTER AT THE NEW YORK, N. Y., POST-OFFICE, JUNE 29, 1893.

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"DIE FLIEGENDE BLATTER."

By H. T. Frueauff, Easton, Pa.

The readers of PRINTERS' INK are probably familiar with the name of this humorous weekly, published in Munich, Bavaria, but I doubt whether they know that it carries more advertising than any publication issued in Germany or elsewhere on the Continent. The 100th volume (six months form a volume) was commenced on January 1, 1894, and the number is 2,527 of the uninterrupted series. This number contains 44 pages, of which there are 18 pages of advertisements. The size of the pages is about the same as that of our American comic papers. The page is divided into 4 columns each. The charge per line is 30 cents. The advertisements are set in the most approved and striking style, no two alike. It would be a good thing for American advertisers, and especially the intelligent readers of PRINTERS' INK, to study them. Those who read German would, of course, derive the most benefit, but all would get ideas in arrangement and display. Names of the article advertised, and also those of the advertisers, are in English (Latin) type, while the body of the advertisements is in German type.

A great many beautiful cuts in photogravure are used. The *Gute Stunde*, for example, a weekly published in Berlin, has a whole page with two fine heads of girls. A Strassburg firm, advertising Gansleber Pasteten (paté de foie gras), uses a $\frac{1}{4}$ size cut of a beautiful Alsatian girl in her wonderful head-gear, which at once attracts the eye, and which would be a good model for a fancy ball rather than goose liver announcement. Then an Innsbruck firm advertising Tirolerloden contains a fine-looking man with an Alpine stock (staff) and a long Tyrolese mantle. The Eberl-Faber Brauerei, founded in 1593, covers a whole page with opinions of famous doctors who recommend their sanitary beer. But the most wonderful advertiser, who has kept at it

for more than a year, is A. Wasmuth & Co., Ottensen, a beautiful suburb of Hamburg.

This firm occupies a page every week, with an original drawing by Maddalena, a Munich artist. The whole series would be a collection worth binding. The most remarkable part of these advertisements is that Wasmuth advertises nothing but a corn cure. People in Europe must be more troubled with corns than we are, as I doubt whether it would pay any firm in this country to take a whole page in any of our comic papers, year in, year out, with every week an original nearly full-page cut for Huhneraugenringe (rings for corns). A great many pipe and musical instrument firms are represented, also masked ball and carnival decorations. Kaiser Elixir, Jllodin, Malaga, Rhine and Mosel wines occupy a page. Patent office firms and various machinery firms are well represented and most artistically displayed. Each separate one strikes the eye at once. A zither firm occupies a quarter of a page with a beautiful original cut of a water nymph playing upon a zither, while a number of gnomes are attentively listening to her bewitching music.

It would occupy too much space to continue this hurried synopsis of all the richness in advertising in *Die Fliegende Blatter*. I would add that they have more than 100,000 subscribers. It never contains satire or political cartoons, but only the purest and best German humor. Nearly every advertising page has one comic picture on it, which makes sure that it will be read. The Munich artists are the principal contributors to the illustrated pages. They deem it a great honor to be contributors to this popular publication. This present volume contains two illustrations by artists who had contributed to the first number 50 years ago.

Some time ago, when in Munich, I called at the office of publication. The building looked like an old barn with an enormous gable

roof turned toward the street. No one would have supposed it to be a renowned publishing firm, known throughout the world, where Germans live. But I heard lately that they have put up a very fine building, and the sons of the original founders, Braun & Schneider (each one has a son in the business), are meeting with success beyond anything that their fathers dreamed of 50 years ago. Theirs is the German advertising sheet par excellence.

ADVERTISING ETHICS.

RED BANK, N. J., May 2d, 1894.

Editor of PRINTERS' INK :

SIR—If advertising ethics are based upon literary ethics, then it is wrong to reproduce another's illustration for one's own benefit; but one may properly use another's idea or illustration as a suggestion for a new ad, just as Shakespeare often based poems and plays upon stories and legends from other pens. I would like to see some opinions on the Johnston ads. To me they are so clever and original that I find myself wishing I had use for ink that I might send him an order —"accompanied by check." E. FRENCH.



REFER WITH CONFIDENCE.

YOUNG MEN'S CHRISTIAN ASS'N,
Irving S. Watson, Gen. Sec.,
OAKLAND, Cal., April 25, 1894.

Editor of PRINTERS' INK :

The annual encampment of the Grand Army people is now in session in this place. One of the leading undertakers in the city decorates his establishment and has a prominent card in his largest window reading, "Welcome, G. A. R." Another undertaker has running all the time as a standing advertisement in one of the papers this sentence, "We refer with confidence to all whom we have served." Probably neither of these advertisers realizes the humor which lies in this style of advertising. Very truly,
IRVING S. WATSON.

ALFRED S. PETER, formerly business manager *Detroit Daily Times*, and for the past sixteen months editor and manager of the circulation of *American Farmer and Farm News*, Springfield, Ohio, has gone with *Farm and Fireside* of the same city.

The seeds of success often lie in some happy little catch-phrase connected with an ad.—*J. Scarboro.*

THE BUTCHER'S BARGAIN DAY.

"THE ROLLER MILL."

BUFFALO, N. Y., April 30, 1894.

Editor of PRINTERS' INK :

A prominent butcher of this city recently joined the bargain day procession, and placed in his window the placard:

BARGAINS IN MEAT.

The announcement struck me as a peculiarly unfortunate one. It was suggestive of scraps, remnants, etc.—anything but good fresh meat, and tended to awaken a suspicion that such bargains would be likely to come rather "high." At all events it has since been replaced by an inodorous "Bargain Day." Yours truly,
C. S. PARKE.

MANY a good ad is weakened by fraying out over a dozen features, leaving nothing sufficiently distinct to clinch itself in the reader's mind.—*J. Scarboro.*

Classified Advertisements.

Advertisements under this head, two lines or more, without display, 25 cents a line. Must be handed in one week in advance.

WANTS.

PROCURE estimates of Dodd's Agency, Boston.

ADS. VICK'S MAGAZINE, 200,000. 38 Times Building, N. Y.

THE ST. NICHOLAS MAGAZINE wants your attention, and deserves it.

USED Columbian postage stamps are bought by E. T. PARKER, Bethlehem, Pa.

WANTED—A position as foreman on daily or weekly. References. "C." Printers' Ink.

NEW borders for effective advertising display. E. L. SMITH, 180 Washington St., Boston, Mass.

ILLUSTR'D features for newspapers and advrs. HARPER ILLUSTRATING SYN., Columbus, O.

AGENTS wanted. Samples and terms free. Send 6c. postage. SWANK MFG. CO., Fremont, O.

WANTED—Orders, at 10 cents a line, for a weekly family paper; 50,000 circ. proved. O. L. MOSES, 122 Nassau St., N. Y.

TO trade, 10-acre fruit orchard in Los Angeles County, Cal., for newspaper plant. Address "CALIFORNIA," care Printers' Ink.

SPACE in fancy work papers and books, to advertise the Persian Corn Cure. Send for free sample. M. COHN, 322 W. 51st St., N. Y.

"SMALL TALK ABOUT BUSINESS." A catchy booklet tells about it—sent free. FREMONT PUBLISHING CO., Fremont, Ohio.

"SMALL TALK ABOUT BUSINESS." By mail. Paper, 40 cents; cloth, 75 cents. FREMONT PUBLISHING CO., Fremont, Ohio.

THE American Newspaper Directory for 1894 is now ready; price, five dollars. GEO. P. BOWELL & CO., publishers, No. 10 Spruce St., New York.

MORE newspaper men to know the saving of time, labor and money caused by the preparation of copy on the Remington Typewriter. 387 Broadway, New York.

NEWSPAPER man and practical printer, of 15 yrs' exp., wants management or ed. charge of newspaper. Commission or moderate salary. Ref. "G. E. H.," 722 Sherman Ave., Denver, Col.

SITUATION wanted by young man: experienced in newspaper and job printing business. Understands stock buying, soliciting ads, collecting, etc. City or country. J. C. PRATT, Montclair, N. J.

AN elegant embossed cover on a catalogue insures it from the waste basket. It is our business to design and execute. Write for estimates. GRIFFITH, AXTELL & CADY CO., Holyoke, Mass.

A **SUCCESSFUL** newspaper man, 20 years' experience, desires to exchange valuable real estate and mining stock for an interest in a first-class paying newspaper, daily or weekly. "WILLARD," Box 1614, Denver, Colo.

NEWSPAPERS, circulars, samples, etc., distributed in District of Columbia and adjoining States; signs nailed up; paint wall, bulletin, barn and fence advertising signs; mailing and addressing. HERMAN J. MARTIN CO., Washington, D. C.

"**ADVERTISING for Retailers**," 64 pages, 25 cents (postal note, silver or stamps). It's a good book for merchants and for newspaper men. Among other things it contains 25 or 30 ready-made ads. Address CHARLES AUSTIN BATES, Vanderbilt Bldg., N. Y.

BUSINESS MANAGER—Young man (34) thoroughly competent, wants position on daily or good weekly paper. 7 years' experience in printing business. Can give estimates on job work or do local work. Best references. F. X. RICHMOND, New Milford, Conn.

I **HAVE** made a book. It is called "Advertising for Retailers." It has 64 pages, and contains the best I know about retail advertising. It ought to be worth \$10 to any man who will read it carefully. 25 cents is the price, stamps or silver. CHARLES AUSTIN BATES, Vanderbilt Bldg., N. Y.

ISN'T it true that if business is dull it's more the reason why your newspaper advertising should be effective! Our methods achieve this, and our resources are at your command. It will cost you only a moment and a postal to show you what we can do. HARPER ILLUSTRATING SYNDICATE, Columbus, Ohio.

RELIABLE correspondents wanted at every county seat where we are not now represented. Men connected with local press preferred. Send references and stamped envelope for particulars. Only wide-awake hustlers need apply. ASSOCIATED TRADE & INDUSTRIAL PRESS, 918 F St., Washington, D. C.

CORRESPONDENTS WANTED—Everywhere! Bright, young newspaper men run across paragraphs and news items daily that are exactly in PRINTERS' INK's line. They must be of interest to advertisers. All such items are welcomed. Send along a sample item, and your name shall be placed on our mail list, so that you may receive the paper regularly and learn how to lend effective aid toward making it better. Address all communications to PRINTERS' INK, New York.

EDITORIAL POSITION WANTED—Young man, 30, married. Record: Editor old-time New England weekly; managing editor New England daily; regular correspondent Boston Herald and New York Herald; associate editor leading Western daily; managing editor leading daily in town of 100,000; editorial matter widely quoted, thoroughly conversant with all branches newspaper work. Highest references. Out of employment first time in 12 years. Address "K. C. B.," care Printers' Ink.

NEWSPAPER INSURANCE.

INSURE present and future business by using ST. NICHOLAS.

BOOKS.

BOOK of ideas on advertising, in colors. 50c. buys it. A. J. EMBREE, Belton, Texas.

DANGER SIGNALS, a manual of practical hints for general advertisers. Price, by mail, 50 cents. Address PRINTERS' INK, 10 Spruce St., New York.

TO ADVERTISING AGENTS—The United States Book Co. are prepared to print large or small editions of their publications (5,000 titles), in paper or cloth, for use in advertising, as premiums or otherwise. Call on the GENERAL MANAGER, 310-318 Sixth Ave., New York.

I **HAVE** made a book. It is called "Advertising for Retailers." It has 64 pages, and contains the best I know about retail advertising. It ought to be worth \$10 to any man who will read it carefully. 25 cents is the price, stamps or silver. CHARLES AUSTIN BATES, Vanderbilt Bldg., N. Y.

90 IDEAS on advertisement composition is a 96-page pamphlet showing ninety different ways in which the same newspaper advertisement can be displayed. Advertising managers, publishers, editors and others should have a copy. Sent by mail for 25 cents. Address THE INLAND PRINTER CO., publishers, 316 Monroe St., Chicago.

SUPPLIES.

VICK'S MAGAZINE supplies customers.

VAN BIBBER'S Printers' Rollers.

ZINC for etching. BRUCE & COOK, 190 Water St., New York.

ADVERTISING supplies business when nothing else will. Try ST. NICHOLAS.

NEW borders for effective advertising display. E. L. SMITH, 180 Washington St., Boston, Mass.

THE American Newspaper Directory for 1894 is now ready: price, five dollars. GEO. P. ROWELL & CO., publishers, No. 10 Spruce St., New York.

THIS PAPER is printed with ink manufactured by the W. D. WILSON PRINTING INK CO., L.T.D. 10 Spruce St., New York. Special prices to cash buyers.

5,000 6½ ENVELOPES (XX white) printed by printers, for \$6.00, cash with order. Samples, 2c. stamp. LANDON PTG. CO., Columbus, Ohio.

PAPER DEALERS—M. Plummer & Co., 46 Beekman St., N. Y., sell every kind of paper used by printers and publishers at lowest prices. Full line quality of Printers' Ink.

REMINGTON Standard Typewriter. Wyckoff, Seaman & Benedict, 267 Broadway, New York. Branches in all the leading cities of the U. S., also in London and Paris. General and local dealers everywhere.

CHECK THE INSERTIONS OF YOUR ADS.—For \$2.50 per 100, or \$5.00 per 1,000, I will furnish cards which are the simplest and most complete method of keeping track of the insertions of your advertisements ever invented. The Geo. P. Rowell Adv. Co. have used them for the past twelve years. Address WM. JOHNSTON, 10 Spruce St., New York.

ILLUSTRATORS AND ILLUSTRATIONS.

ST. NICHOLAS.

VICK'S MAGAZINE'S own artist will make special designs for advertisers.

WOOD ENGRAVING. Best work only. H. SENIOR & CO., 10 Spruce St., N. Y.

ALL kinds of drawings and designs made. E. LUTZ, 165 West Ave., Buffalo, N. Y.

BILLPOSTING AND DISTRIBUTING.

VICK'S 300,000 beats billposting, for it's permanent.

R. H. JOHNSTON, advertising distributor. 1531 Franklin Ave., St. Louis, Mo.

CIRCULARS mailed and distributed, wrappers and envelopes addressed. Names of every description. Let us know your needs. W. M. CROWELL, Garland, Mo.

STREET CAR ADVERTISING.

WRITE TO FERREE, First National Bank Bldg., Hoboken, N. J.

FOR street car advertising in New England address M. WINEBURGH, Times Bldg., N. Y.

BIG inducements for advertising on the elevated railways New York, Brooklyn and street cars everywhere. Rates and original sketches free. JOHN BROS., Temple Court, N. Y.

A. A. J. JOHNSON, 261 Broadway, N. Y. City, places car advertising advantageously anywhere. Get his figures.

ADVERTISING AGENCIES.

ALL take ads for VICK'S.

ALL indorse ST. NICHOLAS.

GIVE Dodd's Agency, Boston, a trial.

GEO. S. KRANTZ, special advertising agent for N. Y. dailies. 102 W. 14th St., N. Y.

NEWSPAPER Advertising and Purchasing Agency. 19 East 14th St., New York.

ADVERTISING. City and country papers. See GEO. W. PLACE, 53 Broadway, N. Y.

CHAS. K. HAMMITT, Advertising, 231 Broadway, N. Y., will serve you effectively, economically.

100 LEADING dailies, circ. 5,000,000; \$9 rate. FLETCHER ADV. AGENCY, Cleveland, O.

IF you have in mind placing a line of advertising anywhere, address B. L. CHANS, Room 4, No. 10 Spruce St., N. Y. City.

IF you intend to advertise in any manner in the D. C., consult us. HERMAN J. MARTIN CO., 1902 7th St., Washington, D. C.

IF you wish to advertise anything anywhere at any time, write to the GEO. F. ROWELL ADVERTISING CO., 10 Spruce St., New York.

HICKS' Newspaper Advertising Agency. WILLIAM HICKS, proprietor, 132 Nassau St., New York.

ALIVE Washington letter in exchange for advertising space in your paper. Write us. HERMAN J. MARTIN CO., 1902 7th St., Wash., D. C.

THE American Newspaper Directory for 1894 is now ready: price, five dollars. GEO. F. ROWELL & CO., publishers, No. 10 Spruce St., New York.

CHARLES H. FULLER'S NEWSPAPER ADV. AGENCY, 113-114 Dearborn St., Chicago, Ill., Temple Court, New York. Established 1880. Estimates cheerfully furnished.

CONGRESS is in session. We are correspondents and reporters for newspapers all over the U. S. Write us. HERMAN J. MARTIN CO., 1902 7th St., Washington, D. C.

TRADE journals not already on file with us please send adv. rates and commissions. ASSOCIATED TRADE & INDUSTRIAL PRESS, Washington, D. C. Established 7 years.

THE INTER-STATE ADVERTISING AGENCY, of Kansas City, Missouri, a young and successful institution, would like an opportunity to compete for your business. It charges nothing for name, experience or ability—only for the space used. Our rates are what you want—ask for them.

ADVERTISEMENT CONSTRUCTORS.

ST. NICHOLAS.

SEE JONES' BOOK, mentioned below.

CAREFUL service at Dodd's Agency, Boston.

CHARLES AUSTIN BATES, New York, Vanderbilt Bldg. "Ads that sell goods."

UP-TO-DATE ads. They'll please you. DU-PORT, N. Elm St., Westfield, Mass.

ADS, with or without illustrations. F. A. SCHNIEDER, 12 Wooster St., New York.

THE best retail ads, if they are not too big, are 5 for \$5. CHARLES AUSTIN BATES, Vanderbilt Bldg., N. Y. "Ads that sell goods."

IWRITE matter that brings new business to men who want new business—and I don't ask for a penny if I don't earn it. BERT M. MOSES.

THE American Newspaper Directory for 1894 is now ready: price, five dollars. GEO. F. ROWELL & CO., publishers, No. 10 Spruce St., New York.

HONEST, convincing ads, not gingerbread English that means nothing. Samples, \$1.00; 50 ads, \$25.00. W. W. BRETT, 336 Central Park West, New York City.

IF YOU don't tell me where you live and what you sell, how in the world can I let you see what kind of writing I do? BERT M. MOSES, Box 283, Brooklyn, N. Y.

JONES' BOOK tells how he writes ads that will greatly increase your business. Free to merchants. CHAS. F. JONES, 337 Fourth Ave., Louisville, Ky. Write to him for it.

"BOOK of Ideas for Advertisers." 50 illustrations. 70 styles of ready-made ads. Table of type. Hundreds of valuable suggestions. 100 pages. Only 25 cents, postpaid. D. T. MALLETT, publisher, 78 Reade St., N. Y.

"ADVERTISING for Retailers." 64 pages, 25 cents (postal note, silver or stamps). It's a good book for merchants and for newspaper men. Among other things it contains 35 or 30 ready-made ads. Address CHARLES AUSTIN BATES, Vanderbilt Bldg., N. Y.

IHAVE made a book. It is called "Advertising 1 for Retailers." It has 64 pages, and contains the best I know about retail advertising. It ought to be worth \$10 to any man who will read it carefully. 25 cents is the price, stamps or silver. CHARLES AUSTIN BATES, Vanderbilt Bldg., N. Y.

IWANT to write ads and circulars for medicines and other proprietary articles, for manufacturers who want to reach the trade, and for magazine advertisers. My charges for this work are moderate, and I don't believe anybody can do better. Write to me. CHARLES AUSTIN BATES, Vanderbilt Bldg., N. Y.

IWORK for business men who have not the time or have not the knack of writing for themselves. I write concisely and convincingly on any subject. Of course, the more I know about it the better I can write. It takes all of your ideas and all of mine to produce the best results. Write to me. CHARLES AUSTIN BATES, Vanderbilt Bldg., N. Y.

THERE'S nothing startling about my writing, unless it be the reasonable charges for it. I simply tell people why 80-and-80's piano or patent medicine or shoe or whatever-it-is is better than anybody else's piano or patent medicine or shoe or whatever-it-is. That's all there is to my work, but the peculiar thing about the matter is that what I say brings more business. BERT M. MOSES, Box 283, Brooklyn, N. Y.

THE bells of approval keep ringing. This week the Alpha Medical Co. of New York writes: "It gives us great pleasure to say that the booklet you prepared for us meets with our entire satisfaction, and we do not doubt but that it will prove a very effective advertisement." Ask for "Business Bullets," a little book I've made for those who are alive to the importance of catchy advertising. It's free. JED SCARBORO, Box 63 Station W, Brooklyn, N. Y.

ADDRESSES AND ADDRESSING.

ST. NICHOLAS.

CIRCULAR letters, typewritten, \$1.25 per 100. Large orders promptly executed. Envelopes addressed: addresses furnished at low rate. G. P. VAN WYE, Masonic Temple, Chicago.

WE have several thousand mail order names, received with cash within few mos. Copies at \$3.00 per M. Sample 500 to try on receipt of 25c. postal note. E. B. LORD & CO., Stillwater, Me.

PERSONS who have facilities for bringing advertisers and consumers into contact through lists of names and addresses may announce them in 4 lines, under this head once for one dollar. Cash with order.

LETTERS bought, sold or rented. Valuable lines of fresh letters always in stock for rental. Write for lists and prices. Medical letters a specialty. A. LEFFINGWELL & CO., 115 Dearborn St., Chicago, Ill.

SPECIAL WRITING.

AND the common, every-day sort, too, is best done on a Remington Typewriter.

WOULD you like ads? Try my "ed. copy" and they will come. It's confidential. G. T. HAMMOND, Newport, R. I.

ELECTROTYPES.

VICK'S MAGAZINE, N. Y. Has all sorts of floral electrotypes.

ADVERTISING ELECTROTYPES. Patent light-weight metal backs. Best work. Prompt service. Wood or metal. WM. T. BARNUM & CO., Electrotypes, New Haven, Conn.

LOCAL advertisers, for \$1.25 per month, in ad-
 vances, we will mail you each week a different
 comic advertising cut, which will call more
 attention to your ad. than would an increase
 of 50 per cent in your advertising space.
ROWELL ADVTG. CO., 10 Spruce st., N. Y.

500 CUTS, aggregating 10,000 inches, mostly
 wood-cut and half-tone reproductions of
 paintings, all properly labeled, which cost us
 over \$800 and were used only once in our alma-
 nac, are offered for \$100 net, cash with order, to
 make room. **HEROLD DES GLAUBENS, 300**
Convent St., St. Louis, Mo.

CELLULTYPE is preferred by advertisers be-
 cause it is 10 per cent cheaper than other
 wood or metal base cuts; it is so light for mailing
 purposes you save the cost of cut. Prints on
 wood as well as a special cut die. Cellutypes
 and cellultype machinery manufactured by the
J. F. W. DORMAN CO., Baltimore, Md., U. S. A.

PREMIUMS.

VICK'S MAGAZINE (200,000) is an attractive
 premium. 38 Times Building, N. Y.

"BOX o' Brownies" (rubber stamps, retail
 25c.). **EAGLE SUPPLY CO., New Haven, Ct.**

OUR catalogue has the best premiums. **HOME**
BOOK COMPANY, 143 Worth St., New York.

SEWING machines half price to publishers.
 Lists free. **A. M. MACHINE CO., Chicago, Ill.**

ST. NICHOLAS celebrates his twenty-first birth-
 day so successfully that the first edition of the
 November number is all sold.

NEWSPAPER premiums. The latest ideas in
 parts and complete books. **ARIEL BOOK**
CO., 115 Market St., Philadelphia.

PREMIUMS—Sewing machines are the best.
 Will increase your circulation. **FAVORITE**
MFG. CO., 343 Wabash Ave., Chicago, Ill.

DID you read what Printers' Ink said about
 my work, February 7, 1894? Best way to se-
 cure new readers and advertisers. Write for
 particulars. **ALBERT B. KING, 80 William St., N. Y.**

OVER 75 papers have used about 10,000 of our
 crayon portraits during past 3 months. No
 framing conditions. Send photo for sample.
KELLOGG & MAYER, 96 State St., Chicago, Ill.

ADVERTISING MEDIA.

2-LINE ad one year \$1. Circulation, 10,000 a
 month. **OUR HOME, Rose, N. Y.**

ADVERTISERS' GUIDE. Mailed on receipt of
 stamp. **STANLEY DAY, New Market, N. J.**

HARDWARE DEALER'S MAGAZINE. Send
 for adv. rates and copy. 78 Reade St., N. Y.

ICOVER the State of Indiana. 13 leading dailies.
 FRANK S. GHAY, 12 Tribune Bldg., N. Y.

ANY person advertising in PRINTERS' INK
 to the amount of \$10 is entitled to receive the
 paper for one year

DOMINION Newspaper List (60 weekly papers).
 Sworn circulation 32,236. **CANADA READY**
PRINT CO., Hamilton, Ont.

ADVERTISERS—Only 10 cents per line; circula-
 tion 20,000. Best medium on earth. **CRIFE'S**
COMMERCIAL REPORTER, Marion, Ind.

THE OPTICIAN AND JEWELER guarantees
 circulation 25,000 copies each month among
 people who buy. 96 Maiden Lane, New York.

ADVTs. placed in each of 140 local weeklies;
 75c. a line a week. Only one electrotype
 needed. **UNION CO., 15 Vandewater St., N. Y.**

BE INDEPENDENT. Own your own news-
 paper. Send for estimates to **PICTORIAL**
WEEKLIES CO., 132 Nassau St., New York City.

THE METROPOLITAN AND RURAL HOME,
 N. Y., an agricultural and family journal. Is-
 sues over 500,000 monthly. It pays advertisers.

THE American Newspaper Directory for 1894 is
 now ready; price, five dollars. **GEO. F.**
ROWELL & CO., publishers, No. 10 Spruce St.,
New York.

THE HEARTHSTONE, 266 Broadway, N. Y.
 Largest paid-in-advance circulation of any
 similar monthly in the United States. Send for
 rates and sample copy.

ADVERTISING in newspapers of "known cir-
 culation" means "BUSINESS." For particu-
 lars address **A. FRANK RICHARDSON, Tribune**
Bldg., N. Y. Chamber of Commerce, Chicago.

"COLLY, how she pulls! **HOWES** and **HEATHS**
 is "she"; 50,000 pairs of eyes see it
 monthly; household journal; 40c. line; yearly,
 2c. Send to **WATTENBERG'S AGENCY, 31 Park**
Row, N. Y.

CHURCH MAGAZINES. An effective medium,
 reaching 35,000 Philadelphia homes. Twenty
 magazines published for leading churches by
 the Church Press Association, Incorporated. 10
 So. 13th St., Philadelphia, Pa.

100,000 CIRCULATION, 20c. a line. In
 June we shall issue the first num-
 ber of the **AGENTS' GRIP**, and shall circulate
 100,000 copies of the first edition. Affidavits will
 be furnished each advertiser. Forms close May
 25. Address Box 329, Rose, N. Y.

THE SILVER CROSS, of 156 W. 23d St., N. Y., is
 the King's Daughters' magazine. The man-
 ufacturers of Bon-Ami say: "It has been the
 means of introducing our goods into hundreds
 of cities where we were not previously doing
 business." May we send you a copy?

REMINGTON Standard Typewriter, adopted
 by American Newspaper Publishers' Association
 as superior in design and workmanship,
 and as more desirable for use in newspaper
 offices than any other. Many hundred Reming-
 tons have been sold to its membership, and give
 perfect satisfaction.

WHY shouldn't a newspaper be advertised in
 the same systematic and methodical way
 as a patent medicine business! There are many
 patent medicine businesses—likewise many
 newspapers—and one, to get in front of the
 other, must now advertise more. Send for a
 sample of the **New York Weekly Times.**

FRATERNITY PAPERS—I am special agent for
 all the official and leading papers of the va-
 rious fraternal orders. One inch, one time, in
 18 of the best papers, will cost \$25. Rates fur-
 nished on special lists of Masonic, Royal Arcan-
 um, A. O. U. W., Knights of Pythias and all oth-
 ers of this class. Send for list and rate card. **GEO.**
S. KRANTZ, Special Agent, 102 W. 14th St., N. Y.

AMERICAN SWISS GAZETTE. (Amerika-
 nische Schweizer Zeitung.) The only or-
 gan of the 300,000 Swiss population in the United
 States. Established in 1868. Adopted by the
 Swiss Legation in Washington and the authori-
 ties in Switzerland as medium for all official
 communications. To sell your goods to clan-
 nish Swiss you must buy space in their national
 newspaper. Advertising rates 30 cents a line for
 one time, or \$35 an inch for a year. Offices, 116
 Fulton St., New York.

THE AMERICAN FARMER AND FARM NEWS
 is glad to guarantee to advertisers that the
 magic word circulation in its case means "Paid
 in advance." "Unrivaled in character," "Na-
 tional in extent," and "165,000 solid and proven."
 Advertisers say that it is a circulation that pays
 them. Take a look at this model farm journal
 and note the high character of its advertising
 patrons. The advertising rates are very low.
GEO. S. BECK, Eastern Manager, 193 World
Building, New York City.

TO LET.

VICK'S MAGAZINE. Space.

ADVERTISING space in ST. NICHOLAS.

WHEN you are "rushed" hire an extra Rem-
 ington Typewriter. 32 Broadway, New
 York. Local dealers everywhere.

TO LET—Front office in building No. 10 Spruce
 Street. Large and well lighted; steam heat;
 electric light; size about 25x40. Can be sub-
 divided into several offices. Rent, \$25 a month.
 For further particulars address **GEO. P.**
ROWELL & CO.,

FOR SALE.**A** DVERTISING space in ST. NICHOLAS.**A** DVERTISE with Dodd's Agency, Boston.**B** UYER for two novelty specialties. A. B. DODGE, Manchester, N. H.**\$3.50** BUYS 1 INCH. 50,000 copies Proven. WOMAN'S WORK, Athens, Ga.**N** EW borders for effective advertising display. E. L. SMITH, 180 Washington St., Boston, Mass.**F** OR SALE—A Democratic paper in Illinois and Iowa. Both are rare bargains. A. HARPER, newspaper broker, Anderson, Ind.**T** HE American Newspaper Directory for 1894 is now ready: price, five dollars. GEO. F. ROWELL & CO., publishers, No. 10 Spruce St., New York.**F** OR SALE—Very cheap, an afternoon newspaper, published in a prosperous city. For particulars address "AFTERNOON PAPER," care Printers' Ink.**C.** 8,490 "up to date" formulas of all kinds of medicines, toilet articles, household and office articles and specialties. \$1.00. A. R. GOOD-SPEED, Dwight, Ill.**M** Y CABINETS for electrotypes are dust-tight and vermin-proof. Various sizes. Price lists. Advertisers need them. HEBER WELLS, 187 and 189 William St., New York.**F** OR SALE—Trade paper, tobacco journal. A money maker. Goes to planter, manufacturer, wholesaler and retailer. A. HARPER, newspaper broker, Anderson, Ind.**H** ANDSOME illustrations and initials for magazines, weeklies and general printing, 5c. per inch. Sample pages of cuts free. AMERICAN ILLUSTRATING CO., Newark, N. J.**F** OR SALE—Newspaper plant, established 60 years, consisting of morning daily and weekly, job office and book bindery, at Pottsville, Pa. Address FRANK CARTER, Pottsville, Pa.**A** T AUCTION—The highest bid received by May 21st can have the following lots of letters, viz.: Lot 1, 100,000, 1890-91-92; lot 2, 60,000, '89. All original. E. NASON, Box 2784, New York.**N** EW newspapers. A list of the names of the new newspapers started each week, furnished on application. For terms address RIDGE MFG. CO., Box 378, Ridgewood, N. J.**25,000** LETTERS in answer to our ads, from mail order buyers; over 90 per cent ladies. Never been used. Rec'd during '93, '93, '94. Sell all or part. H. E. HARRISON, Vassar, Mich.**R** EMINGTON STANDARD TYPEWRITERS; absolutely unrivaled for durability, speed, simplicity and excellence of design and construction. WYCKOFF, SEAMANS & BENEDICT, 327 Broadway, New York.**F** OR SALE—The undersigned owns, and has owned for twenty years, 184 lots in that part of Jersey City known as Marion, and wants to sell them all or part. The buyer need not pay much money down: just enough to convey the assurance that the new man will hereafter relieve me of the obligation, that has become tiresome, of paying taxes on property that produces no income. To see a map or for other information, call on Geo. P. Rowell, No. 10 Spruce St., N. Y.**MISCELLANEOUS.****S** T. NICHOLAS.**V** ICK'S MAGAZINE A1 + 1 - 0 = 200,000.**R** ELIABLE dealing with Dodd's Agency, Boston.**V** AN BIBBER'S Printers' Rollers.**10** PACKETS choice flower seeds, all different, 10c. L. F. BENDER, Newport, Pa.**\$18** SAFE. We pay freight. Send for circular. ELGIN SAFE CO., Elgin, Ill.**S** END cabinet photograph and 35c. and receive 12 miniature photos. G. FAIRFIELD, Wind Gap, Pa.**ADVERTISING NOVELTIES.****A** DVERTISING rates invariably in ST. NICHOLAS.**V** ICK'S MAGAZINE pays first-class novelty advertisers. None others taken.**F** EW things can equal a clock for advertising. We make all kinds. H.D. PHELPS, Ansonia, Ct.**N** EW borders for effective advertising display. E. L. SMITH, 180 Washington St., Boston, Mass.**S** EWING machines will boom your circulation. Write for particulars and prices. FAVORITE MFG. CO., 343 Wabash Ave., Chicago, Ill.**F** OR the purpose of inviting announcements of Advertising Novelties, likely to benefit reader as well as advertiser, 4 lines will be inserted under this head once for one dollar.**NEWSPAPERS AND PERIODICALS.***Advertisements under this head, two lines or more without display, at cents a line. With display or black-faced type the price is 50 cents a line. Must be handed in one week in advance.***CALIFORNIA.****L** OS ANGELES TIMES leads in Southern California. 5 worn circulation 14,000 daily.**CONNECTICUT.****T** HE DAY has three times the country circulation of any New London, Conn., paper.**WEEKLY TIMES: Hartford, Conn.****THE HARTFORD TIMES.**

W. O. BURR, Publisher.

RUFUS H. JACKSON, Bus. Manager.

Daily issue exceeding 12,000 copies.

Weekly issue exceeding 7,000 copies.

In circulation it outranks any newspaper in New England outside of Boston or Providence. Its rates are less than one cent per line per thousand circulation. No deviation from schedule. Results have made it the most popular medium for "want" or transient advertising in the State. Rates: For one inch space (12 lines) 1 mo., \$10; 3 mos., \$15; 6 mos., \$20.

New York Office, 73 Tribune Building.

PERRY LUKENS, JR., Manager.

DISTRICT OF COLUMBIA.**A** LERT advertisers advertise in KATE FIELD'S WASHINGTON, Washington, D. C.**GEORGIA.****T** HE ENTERPRISE, Smithville, Ga., all home print; 1,000 subscribers.**ILLINOIS.**

The Chicago Household Guest according to the American Newspaper Directory for 1894 (now in press), has a larger regular issue than any other monthly paper in the State, and the Directory guarantees the accuracy of the circulation rating given by the offer of a reward of \$100, payable to any person who will prove that its actual issues were not as stated.

INDIANA.**The Big Weekly of the West.**

The AMERICAN TRIBUNE, of Indianapolis, Ind., is the largest WEEKLY published in Indiana.

KENTUCKY.

RAISING fine stock pays farmers. **STOCK FARM**, Lexington, reaches that class.
TRI-WEEKLY DANVILLE ADVOCATE covers the "Blue Grass." Annual rates, 10c. an inch.

LOUISIANA.

THE SIGNAL, Crowley, proves 1,250 circ'n. 6 col., 8 p., all home print. Samples and rates.

MAINE.

BANGOR COMMERCIAL.
J. P. BASS & Co., Publishers, Bangor, Me.
Daily average, nearly 5,000 copies.
Weekly average, over 14,000 copies.

It has for its patrons the wealthy and well-to-do citizens of Bangor and vicinity, who spend the heated months at watering-places. They will read your advertisement in the **COMMERCIAL**. 1 inch, 1 mo., \$3.00; 1 inch, 3 mos., \$5.00; 1 inch, 3 mos., \$7.50.

New York Office, 73 Tribune Building.
PERRY LUKENS, Jr., Representative.

MASSACHUSETTS.

NEW BEDFORD (Mass.) JOURNAL. Daily average over 4,000. Remember us when placing ads in Southeastern Massachusetts.

BROCKTON (Mass.) ENTERPRISE, daily circulation 1,500. Ads 17c. per inch per day. 40 words solid, 50c. for 5 times. **WEEKLY ENTERPRISE**, 1,000 circulation, 11c. an inch per insertion.

In Hampden County, Massachusetts, according to the American Newspaper Directory for 1894, the **Springfield REPUBLICAN** has a larger regular issue than any other daily paper.

MASSACHUSETTS—In its issue of May 16th **PRINTERS' INK** will publish an article on the subject: "What papers shall an advertiser use to reach the people of Massachusetts?" Contributions are invited from persons who deem themselves competent to prepare such an article. If use is made of any article sent in, in response to this invitation, due credit will be given, and our correspondent will be entitled to a year's subscription to **PRINTERS' INK** in payment for service rendered.

MICHIGAN.

FREE Will insert your ad free if we don't prove 30,000 every month. Rate, 10c. a line.

Once a Month, Detroit, Mich.

MICHIGAN—In its issue of May 23d **PRINTERS' INK** will publish an article on the subject: "What papers shall an advertiser use to reach the people of Michigan?" Contributions are invited from persons who deem themselves competent to prepare such an article. If use is made of any article sent in, in response to this invitation, due credit will be given, and our correspondent will be entitled to a year's subscription to **PRINTERS' INK** in payment for service rendered.

MINNESOTA.

MINNEAPOLIS TIDENDE has the largest circulation of any Norwegian-Danish paper in Minnesota.

ST. PAUL GLOBE, daily, 32,000; Sunday, 30,000; weekly, 20,000. Eastern office, No. 517 Temple Court, New York. C. E. ELLIS, manager.

The Housekeeper, Minneapolis, Minn.
Circulation, 125,000
Pays Advertisers.

MINNESOTA—In its issue of May 23d **PRINTERS' INK** will publish an article on the subject: "What papers shall an advertiser use to reach the people of Minnesota?" Contributions are invited from persons who deem themselves competent to prepare such an article. If use is made of any article sent in, in response to this invitation, due credit will be given, and our correspondent will be entitled to a year's subscription to **PRINTERS' INK** in payment for service rendered.

MISSISSIPPI.

MISSISSIPPI—In its issue of May 30th **PRINTERS' INK** will publish an article on the subject: "What papers shall an advertiser use to reach the people of Mississippi?" Contributions are invited from persons who deem themselves competent to prepare such an article. If use is made of any article sent in, in response to this invitation, due credit will be given, and our correspondent will be entitled to a year's subscription to **PRINTERS' INK** in payment for service rendered.

MISSOURI.

SUNBEAM, Seligman, Mo. 5 cents per line; 1 inch, 50 cents per issue.

HEROLD DES GLAUBENS, St. Louis, Mo. Est. 1850. Circulation 32,000. Brings results.

THE HOME CIRCLE, St. Louis, Mo., is the best advertising medium in the West. 75,000 copies each month. 50c. per agate line. Established in 1880.

HEROLD DES GLAUBENS, St. Louis, Mo. Est. 1850. Circulation, 32,000. Brings results. Our Catholic Premium Almanac, of which over 50,000 copies are distributed, is the most handsome book of this kind published, and brings results to advertisers. For specimen copy and rates address us. Ready for press July 1.

MISSOURI—In its issue of May 30th **PRINTERS' INK** will publish an article on the subject: "What papers shall an advertiser use to reach the people of Missouri?" Contributions are invited from persons who deem themselves competent to prepare such an article. If use is made of any article sent in, in response to this invitation, due credit will be given, and our correspondent will be entitled to a year's subscription to **PRINTERS' INK** in payment for service rendered.

MONTANA.

MONTANA—In its issue of June 6th **PRINTERS' INK** will publish an article on the subject: "What papers shall an advertiser use to reach the people of Montana?" Contributions are invited from persons who deem themselves competent to prepare such an article. If use is made of any article sent in, in response to this invitation, due credit will be given, and our correspondent will be entitled to a year's subscription to **PRINTERS' INK** in payment for service rendered.

NEBRASKA.

NEBRASKA—In its issue of June 6th **PRINTERS' INK** will publish an article on the subject: "What papers shall an advertiser use to reach the people of Nebraska?" Contributions are invited from persons who deem themselves competent to prepare such an article. If use is made of any article sent in, in response to this invitation, due credit will be given, and our correspondent will be entitled to a year's subscription to **PRINTERS' INK** in payment for service rendered.

NEVADA.

NEVADA—In its issue of June 13th **PRINTERS' INK** will publish an article on the subject: "What papers shall an advertiser use to reach the people of Nevada?" Contributions are invited from persons who deem themselves competent to prepare such an article. If use is made of any article sent in, in response to this invitation, due credit will be given, and our correspondent will be entitled to a year's subscription to **PRINTERS' INK** in payment for service rendered.

NEW HAMPSHIRE.

NEW HAMPSHIRE—In its issue of June 13th **PRINTERS' INK** will publish an article on the subject: "What papers shall an advertiser use to reach the people of New Hampshire?" Contributions are invited from persons who deem themselves competent to prepare such an article. If use is made of any article sent in, in response to this invitation, due credit will be given, and our correspondent will be entitled to a year's subscription to **PRINTERS' INK** in payment for service rendered.

NEW JERSEY.

THE EVENING JOURNAL,

JERSEY CITY'S

FAVORITE FAMILY PAPER.

Circulation, - - - 15,500.

Advertisers find IT PAYS!

NEW JERSEY—In its issue of June 30th **PRINTERS' INK** will publish an article on the subject: "What papers shall an advertiser use to reach the people of New Jersey?" Contributions are invited from persons who deem themselves competent to prepare such an article. If use is made of any article sent in, in response to this invitation, due credit will be given, and our correspondent will be entitled to a year's subscription to **PRINTERS' INK** in payment for service rendered.

NEW MEXICO.

NEW MEXICO—In its issue of June 30th **PRINTERS' INK** will publish an article on the subject: "What papers shall an advertiser use to reach the people of New Mexico?" Contributions are invited from persons who deem themselves competent to prepare such an article. If use is made of any article sent in, in response to this invitation, due credit will be given, and our correspondent will be entitled to a year's subscription to **PRINTERS' INK** in payment for service rendered.

NEW YORK.

ST. NICHOLAS.

VICK'S 300,000.

East of Rockies, 184,519. Fact.

THREE trial lines 35c. in Watertown (N. Y.) **HERALD**—30,000 readers.

FOR any good business it will pay to use **THE CHRISTIAN ADVOCATE**, New York City.

ROWELL accords **THE LE ROY GAZETTE** largest weekly circulation in Genesee Co., N. Y.

NEWBURGH, N. Y. Pop. 35,000. The leading newspaper, daily and semi-weekly **JOURNAL**.

LADIES' WORLD for June will be devoted specially to the interests of housekeepers. Paid circulation will exceed 375,000 copies. Rates will advance on May 1st. Until that date orders will be booked at the old rate to run for any period up to and including May of 1895. S. H. MOORE & CO., Publishers, New York.

F. M. LUPTON'S popular periodicals, **THE PEOPLE'S HOME JOURNAL** and **THE ILLUSTRATED HOME GUEST**. Sworn circulation, 500,000 copies each issue. Advertising rates, \$2.00 per agate line, less time and space discounts. For sample copies and further particulars address F. M. LUPTON, publisher, 106 & 108 Rende St., N. Y.

A COMPARISON

During 1893 the New York **EVENING POST** contained 25 per cent more cash advertising than any other evening paper in New York, a visible concession to its superior value as an advertising medium.

NEW YORK—In its issue of June 27th **PRINTERS' INK** will publish an article on the subject: "What papers shall an advertiser use to reach the people of New York?" Contributions are invited from persons who deem themselves competent to prepare such an article. If use is made of any article sent in, in response to this invitation, due credit will be given, and our correspondent will be entitled to a year's subscription to **PRINTERS' INK** in payment for service rendered.

PUBLISHERS SILVER CROSS, 158 W. 23d St., N. Y.:

GENTLEMEN:—

April 23, 1894.

We wish to congratulate you upon the great improvement in your paper, and we are pleased to state to you our belief in its value as an advertising medium, going as it does to such a select and desirable constituency. It has been the means of introducing our goods in hundreds of cities where we were not previously doing business. Yours very truly, CHILDS & CHILDS, Mfrs. "Bon-Ami" Soap.

ADVERTISERS "Keep your eye on

GODEYS

because the reading public are getting, through us,

"2 for the price of 1,"

which means—"Practically your choice of any American Periodical Free."

"LIFE"

IS READ PRINCIPALLY

BY EXTRAVAGANT

MILLIONAIRES

AND THEIR FAMILIES.

"VERBUM SAP!"

NORTH CAROLINA.

THE CAUCASIAN leads in the State. Has the largest paid-up subscription.

OHIO.

\$2.00 FOR one-inch hotel ad three months. **SUNDAY NEWS**, Zanesville, O.

PENNSYLVANIA.

SCRANTON (Pa.) **REPUBLICAN** has the largest circulation of any Scranton paper.

CLARION (Pa.) **JACKSONIAN** has the largest bona fide circulation. All home print.

PARK'S FLORAL MAGAZINE, Libonia, Pa. Monthly 125,000 proved circulation. Advertising office, No. 517 Temple Court, New York. C. E. ELLIS, manager.

RHODE ISLAND.

THE NEWS, Providence, R. I., every evening, ONE CENT. 10,000 circulation.

TEXAS.

THE POST: Houston, TEXAS,

Has a LARGER REGULAR ISSUE THAN ANY DAILY IN TEXAS, and is so guaranteed by Rowell's 1894 Directory under a forfeit of \$100. S. C. BECKWITH, Sole Agent Foreign Advertising, New York and Chicago.

WASHINGTON.

SEATTLE TELEGRAPH.

SEATTLE TELEGRAPH, the leading Democratic daily north of San Francisco.

WISCONSIN.

EXCELSIOR, Milwaukee, Wis. The leading religious newspaper in Wisconsin.

WILL ex. adv. space with you; 10,000 cir. guaranteed. **SANDWICH PUB. CO.**, Waukegan, Wis.

WISCONSIN AGRICULTURIST, Racine, Wis. Largest circulation of any English paper in Wisconsin.

CANADA.

"**BIZ**," the Printers' Ink of Canada. Everything in it read twice. Ads 10 and 15 cts. per line. Toronto, Canada.

SO. & CEN. AMERICA.

PANAMA STAR AND HERALD—D. and w.; pub. at Panama; est. 1849. Eng. and Span. editions cover Mexico, Cent. and So. America. Cir., 27,000. **ANDREAS & CO.**, gen. agents, 62 Broad St., N. Y.

The
American Newspaper Directory
for 1894

Is Out.

PRICE FIVE DOLLARS.

GEO. P. ROWELL & CO., Publishers,
10 Spruce St., New York.

Few advertisers have accomplished more by the use of printers' ink and had greater experience in the selection of advertising mediums than Mr. H. B. Harding, treasurer of the Association of Manufacturers and Wholesale Dealers in Proprietary Articles, and advertising manager of the Humphreys' Homœopathic Medicine Co., of New York City. During the ten years he has superintended the advertising of that company's goods, its business has more than quadrupled, and his opinions as to the value of the American Newspaper Directory to advertisers should, therefore, be of interest to advertising managers generally.

"I consider," says Mr. Harding, "that every advertiser is entitled to know the circulation of any paper which solicits his business. The character of its circulation he can judge of himself. Never mind how old and respectable a paper may be, I do not care to utilize it as a medium until convinced that it has a sufficiently large number of readers to justify the rates charged for its space. This being the case, I believe the information contained in the American Newspaper Directory is necessary to advertisers. I am persuaded that Geo. P. Rowell & Co. are not influenced, in the slightest degree, by personal considerations in the ratings accorded to papers, and I regard with suspicion the advertising value of any periodical included in the Directory whose rating is not guaranteed by the publishers of the book.

"I am convinced that the reward offered for evidence of untruthful reports is sufficient guarantee of their correctness. When a publisher, who solicits my business, makes a statement of the circulation of his journal, I invariably consult the Directory with a view to verification."

Mr. Harding remarked that, in his opinion, the Directory is as perfect as brains, money, and labor can make it. The only criticism he had to offer concerning it is that the ratings, as indicated by capital letters, are rather vague.

PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

GEO. P. ROWELL & CO.,
EDITORS AND PUBLISHERS.

Issued every Wednesday. Subscription Price: Two Dollars a year. Five Cents a copy; Three Dollars a hundred. No back numbers.

Newspaper publishers who desire to subscribe for **PRINTERS' INK** for the benefit of their advertising patrons can obtain special terms on application.

Being printed from plates, it is always possible to issue a new edition of five hundred copies for \$15, or a larger number at three dollars a hundred.

Except by special assignment, **PRINTERS' INK** does not invite contributions from persons who expect the return of unused manuscript or to be paid for their contributions.

If any person who has not paid for it is receiving **PRINTERS' INK**, it is because some one has subscribed in his name. Every paper is stopped at the expiration of the time paid for.

OFFICES: NO. 10 SPRUCE STREET.

CIRCULATION.

Average for last 13 weeks,	-	17,500 copies
Last issue,	-	16,300 copies

NEW YORK, MAY 9, 1894.

DON'T forget that a good ad, advertising a good article, should be run in a good paper.

THE advertisement that cannot be understood at the first reading is seldom re-read. Clearness should always be conspicuous.

THE newspapers and periodicals of Maine have a larger average issue than those of any other State, not excepting Massachusetts or New York.

DOING business without advertising is like pulling against the tide; you may make progress, but it will make you sweat to do so.

COUNT up the total output of one issue of all newspapers and periodicals printed in Maine, and it will be found that three-fourths emanate from Augusta.

LORD & THOMAS, the Chicago advertising agency, send out a very attractive pamphlet, intended to solicit the patronage of educational institutions. If circulars in general were gotten up with the skill that is exhibited in this particular one, the waste-basket would not be their last resting-place to so great an extent as now. Everybody in Chicago seems to have greater faith in circulars than in newspapers. **PRINTERS' INK** wonders why it is.

AN OPEN QUESTION.

Under the caption, "Is It Right?" in our issue of May 2d, F. C. Ringer requests the readers of **PRINTERS' INK** to give their views on the subject of the permissibility of advertisers appropriating the illustrations of others, to adapt them to their own uses.

A case in point was brought before Judge Wallace in the U. S. Circuit Court on April 27. Falk, a photographer, sued the Press Publishing Co. for its having used a photograph of Marie Jansen, which photograph Falk had had copyrighted.

The plaintiff asked that the case be withdrawn, in so much as the defendant had paid \$5,000 damages April 26th. The question as to whether the photograph belongs to Falk is still open, as it is stated Miss Jansen, although she had the photographs taken free of charge, never gave Falk authority to have them copyrighted. It is hard to establish a proprietorship to such articles.

MAINE.

The short essays on how to advertise in a State or Territory, now appearing weekly in **PRINTERS' INK**, will eventually be published in book form. Populations are from the census of 1890, and all newspaper facts and statistics are based upon the American Newspaper Directory—the issue for 1894—issued May 1st and now on sale.

Maine, with an area of 29,895 square miles, is nearly as large as all the rest of New England, but smaller than South Carolina. The total population in 1890 was 661,086. Of its sixteen counties, Cumberland, in the south, has by far the largest population, while Aroostook, in the north, seven times larger in acres, has only about half as many inhabitants.

Of its 192 newspapers, 16 are issued daily, 106 weekly, and 57 monthly. Their aggregate circulation is estimated at 2,761,000. Of this over 2,000,000 must be credited to Augusta alone; 450,000 to Portland, 38,000 to Lewiston, and the balance apportioned among the remaining towns.

The following are all the cities and towns having a population in excess of 8,000:

Portland.....	36,425
Lewiston.....	21,701
Bangor.....	19,103
Biddeford.....	14,443
Auburn.....	11,250
Augusta.....	10,527
Bath.....	8,723
Rockland.....	8,174

There are nine other towns in the State, each of which has one or more newspapers and over 5,000 inhabitants, viz.:

Calais.....	7,990
Waterville.....	7,107
Westbrook.....	6,632
Brunswick.....	6,012
Gardiner.....	5,491
Deering.....	5,353
Oldtown.....	5,312
Belfast.....	5,294
Skowhegan.....	5,068

Portland has four dailies. The *Advertiser* (evening), established away back in 1785, circulation 2,000; the *Eastern Argus* (morning), 4,651; the *Evening Express*, 5,829, and the *Press* (morning), 3,700. It is a noteworthy fact that each of the above ratings is guaranteed by the Directory. The writer does not recall another instance of a city so large with four such good dailies, all of which were willing to furnish their exact circulation figures. The Portland *Transcript*, with a guaranteed circulation for its weekly of 25,013, and for its monthly of 26,179, goes to a very large number of firesides throughout the State and to some extent into every State in the Union. The *Globe* has a guaranteed circulation of 2,500, and the *Sunday Telegram* 4,200.

In Lewiston the *Journal* is guaranteed 4,963 circulation daily, 8,100 Saturday and 17,900 weekly, by far the largest weekly circulation of any paper of its class.

In Bangor the *Commercial* has 4,356 daily and 11,669 weekly, guaranteed.

Biddeford is fifteen miles from Portland. The *Journal* is given 1,748 copies daily, guaranteed.

Auburn has no daily, but *Young Folks at Home*, monthly, is guaranteed 10,000.

Augusta is remarkable in that the aggregate circulation of all its publications each issue is more than two-thirds of the total output of the entire State, while one publication, *Comfort*, a monthly, prints more copies than any other publication in North America. Allen's Lists, conceived, inaugurated, and for so many years successfully conducted by Mr. E. C. Allen, combine twelve monthlies, with a circulation of over one million each month. Mr. Allen was the pioneer in this line of publications. His integrity, upright business methods and sterling worth insured his success, and a statement from him required no further confirmation.

Bath has one daily, the *Times*, with a circulation of 824. Its weekly has 1,000, and the semi-weekly *Enterprise* has 1,800, all guaranteed.

In Rockland the *Courier-Gazette* is guaranteed 3,399 and the *Opinion* 2,724, both weekly.

Outside the above eight largest towns, the only publications that are credited with a guaranteed issue of more than 1,000 copies are as follows:

Boothbay Harbor, Register.....	W.	1,175	
Danforth.....	Border News.....	W.	1,000
Deering.....	News.....	W.	1,234
East Fairfield.....	Good Will Record.....	M.	5,000
Ellsworth.....	American.....	W.	2,100
Farmington.....	School World.....	M.	9,000
Norway.....	Oxford Co. Ad- vertiser.....	W.	2,489
Phillips.....	Phonograph.....	W.	2,259
Rumford Falls.....	Times.....	W.	1,374
Skowhegan.....	Somerset Argus.....	W.	1,000
	Somerset Reporter.....	W.	2,300
Solon.....	Times.....	W.	1,060
Springvale.....	N. E. O. P. Journ. I. M.	1,920	
Thomaston.....	District Tidings.....	M.	1,543
	People's Cause.....	M.	1,000
Waterville.....	Fireside Gem.....	M.	30,000
Winthrop Centre.....	Acorn.....	M.	1,200

A six-inch advertisement one year in all the Maine weeklies should cost about \$2,400, and in the sixteen dailies, every other day, about \$1,300 additional.

MARYLAND.

The short essays on how to advertise in a State, now appearing weekly in PRINTERS' INK, will eventually be published in book form. Populations are from the census of 1890, and all newspaper facts and statistics are based upon the last issue of the American Newspaper Directory—the issue for 1894—issued May 1st and now on sale.

Maryland ranks No. 42 in area, covering 9,860 square miles, and No. 27 in population, having 1,042,390 inhabitants. It is twice the size of Connecticut, and about one-third the size of Maine.

Each of its 24 counties has newspapers. In all they number 197, of which 13 are issued daily, and 135 weekly.

There are but five cities and towns with more than 5,000 population, viz.:

Baltimore.....	434,439
Cumberland.....	12,789
Hagerstown.....	10,118
Frederick.....	8,193
Annapolis.....	7,604

In Baltimore alone is gathered nearly one-half the population of the State, and in the city and county more than one-half. A fair estimate of the combined aggregate circulation of the 197 newspapers of the State each issue would be half a million, of which Baltimore should be credited with fully

ninety per cent. The following are all credited with more than 7,500 circulation. The correctness of the figures given is guaranteed. As a rule, positive information about the regular issues of the Baltimore papers has always been very hard to obtain.

Baltimore...American.....D.	
".....S.	
".....W.	
Morning Herald.....D.	28,062
".....S.	37,567
".....W.	19,696
News.....D.	
".....S.	
Sun.....D.	
World.....D.	12,500
Catholic Mirror.....W.	
Gazette.....W.	11,000
Kath. Volks-Zeitung.....W.	
Polonia.....W.	7,620
Maryland Churchman.....M.	7,500
Painters' Journal.....M.	13,000

The daily *American* was established three years before the Declaration of Independence. The weekly is said to have a good State circulation.

The *Herald*, morning, Sunday and weekly, circulations all guaranteed, commands respectful attention.

The *World* is evening, also with a guaranteed circulation.

Of course every one knows the Baltimore *Sun*. It is like the *Herald* of New York, and the *Ledger* of Philadelphia. No one doubts its merits or its value to advertisers. It is and has long been one of the notably successful newspapers of America. It had made its publisher a millionaire even before the War of the Rebellion. It is to-day a model of what many old-fashioned people think a newspaper ought to be. Its circulation has always been believed to be large. Probably it was as large twenty years ago as it is now, and no one at any time has ever been permitted to know just how large that circulation is. Everybody interested in newspapers ought to obtain a copy of the Baltimore *Sun* as it appears to-day, for before very long such a paper will be as rare and interesting as a Wanamaker postage stamp that commemorates the discovery of America by Columbus.

Outside Baltimore the only publications accorded a guaranteed circulation of more than 1,000 copies are:

Bel Air.....Aegis & Intelligencer.....W.	2,160
Times.....W.	1,440
Chestertown...Kent News.....W.	2,000
Cumberland...Times.....D.	2,400
".....S.	2,800
".....W.	1,400
Federalsburg...Peninsular Farmer.....W.	1,600
Frederick.....News.....D.	1,610
".....W.	2,600
Middletown...Valley Register.....W.	1,500

MAINE.

By C. T. Libby, Esq., of Portland.

The only Maine papers that have a large general circulation in Maine are these three: Portland *Transcript*, Lewiston weekly *Journal*, *Maine Farmer*, Augusta.

The *Transcript* also covers New Hampshire, and goes all over the world, wherever Maine people are.

The weekly *Journal* is a "town item" paper, circulating only where it is worked. Its circulation is almost entirely confined to Maine. It probably has a larger circulation in Maine than any other paper.

The Bangor weekly *Commercial* goes ahead of the Lewiston weekly *Journal* in the eastern part of the State. In York County (the southern county of the State, where the Lewiston *Journal* has been little pushed) the Biddeford weekly *Times* has the best circulation.

Allen's Lists, *Comfort*, etc., are less pushed in Maine than in other States.

Maine has no great daily. The Lewiston *Journal* and Bangor *Commercial* are the best. The Portland dailies have to contend with a strong competition from Boston. The Biddeford dailies are still worse. In southern Maine the Boston dailies are away ahead of the Maine dailies outside of their own cities. The Boston Sunday papers reach Portland by special train early Sunday morning.

By Counties.—Cumberland has one-quarter the wealth, one-seventh the people of the State. The suburban sections of this county are best reached by Libby & Smith's combination of local weeklies, printed in Portland.

At Framingham, on the Boston & Albany Railway, twenty miles from Boston, the New York *World* is on sale at 6 o'clock on Sunday morning, while the Boston Sunday papers do not arrive until an hour later.

SOMEBODY from the office of the Syracuse *News* sends out a statement:

Average, daily, April 2, 1894.....10,942
Average, daily, March 2.....10,232

Gain during March.....710
and adds the significant sentence, "Figures never lie unless they are made by a liar." The document furnishes no means of identifying the constructor and thereby ascertaining his character.

AS THE CASE MAY BE.

THE LAWYERS' CO-OPERATIVE PUBLISHING COMPANY,
ROCHESTER, N. Y., April 26, 1894.

Editor of PRINTERS' INK:

I don't know where Obadiah Rogers got his story published on page 575 of PRINTERS' INK, but a couple of years ago the following appeared in *The General Digest*, published by us and was original, as far as we were concerned:

In Texas the following was posted in a vacant lot: "Notis! If any man's or women's cows or oxen gits onto this here lot his or her tale will be cut off, as the case may be," and in Massachusetts was the following: "Any person ketched on these grounds, or cows, or wimin will be liabul to fine itself in a skrape."

Yours truly,
J. S. BRIGGS.

THE wheel of business turns without friction when well oiled with sensible advertising.
—J. Scarboro.

ADVERTISING FOR RETAILERS.

Edited by Charles Austin Bates.

Retail merchants are invited to send advertisements for criticism and suggestion; to ask questions about anything pertaining to retail advertising; to send ideas, experiences and hints for the betterment of this department. PRINTERS' INK is a clearing-house for ideas—this is the retail branch.

MEMPHIS, Tenn., April 19, 1894.

Editor of PRINTERS' INK:

Please accept my thanks for PRINTERS' INK. I have been reading the "Little School-master" diligently, and have reached the conclusion that my business needs advertising.

How to do it, is the question!

Can you put me on the right road?

My place of business is not in the center of the city, nor is it a suburban location. I depend principally upon local patronage, yet do not control some trade that should come to my store. By what means can I best reach these families, and draw them in? Should I use newspapers, circulars, or both?

Yours truly,

J. C. TREHERNE.

In the location which Mr. Treherne describes, I do not believe that newspapers could be used to advantage. Probably the best thing for him would be the regular publication of a little paper of his own. This he could have printed in any quantity he desired, and deliver it to every house within the district from which he could naturally expect to derive trade.

I believe that these papers, when they are properly printed and reasonably well edited, make very profitable advertising mediums.

I know of one druggist in New York who has used such a publication for a couple of years. He gets it out every month and attributes a large increase in his business to the influence which it has exerted. It could be gotten out oftener if it seemed desirable to do so.

I know of a drug store, also in New York, which was recently opened, which has obtained considerable trade simply by putting cards with prices on them in the windows. Three or four things would be taken each day, or every two or three days, and then changed for others. A couple of items which I remember were Beecham's Pills at 19c. and Bromo Seltzer at 8c. These things had an effect on passers-by, and as the store itself was nicely furnished, and kept scrupulously neat and clean, it drew a great many people in. Once inside, the courteous treatment received, whether the purchase was 5c. or \$5. made a lasting impression.

A very great portion of the drug store's advertising must be done inside the store. The druggist's manner and the quality of his goods will draw or repel trade, I think, in a more marked degree than in any other line of business.

Another very good way for Mr. Treherne to attract trade would be to make an occasion for some announcement or other. For instance, when some new remedy, or a new perfume, is being advertised by the manufacturer, it would be a good idea to send postal cards addressed to the people in the neighborhood, announcing that the article was to be found in his store. Of course, the sales from that particular article would probably not pay for the postal cards, but a system of this kind carried out, with more or less regularity, will eventually result in profitable trade. It will impress people with the idea that the druggist is enterprising, and that he wants their trade.

I am a believer in the theory that you can get pretty near anything you want in this world if you ask for it often enough, and in the right way.

Editor of PRINTERS' INK, New York:

It strikes me that an ad which is read is a success. If it is read a couple of times and wins a smile it will leave a good impression. I have noticed a growing interest in small ads in verse, induced doubtless by the fact that people will tackle anything short of that kind, even if they know that it will wind up with a soap or a tooth wash. I send along a dab of rhyme upon which, in this connection, I should like to read your comments.

Yours truly,

PHIL MIGHELS.

As to Soap.

Quite often, when he's shaving,
Man is raving
Without hope;
And his strong desire is craving
Some pain saving,
Decent soap.

Of course he likes a lather
Which is rather
Nice and smooth
If he'd try soap made by Mather
Copious slather
Would him soothe.—PHIL MIGHELS.

An ad which is read is not always successful—as Mrs. Partington has said: "Not by no means."

I have no doubt that there are a great many ads which are read and which result in no business.

The idea of attracting attention at any cost is one with which I cannot too strongly express my disagreement.

The funny ad may be good, or it may not. The chances are rather on the side of its not being good. Not all people are humorists, and among those who are there is a great difference of opinion. A thing may be very funny to one man, and very disgusting to another, and it seems to me that the safest and surest way is to stick to common sense and plain English.

The rhyming ads, I suppose, have their value. It is certainly true that they stick in one's mind to a most exasperating extent. Whether they bring business or not, is something which it is probable nobody will ever know. Probably, if the rhyme could be made to convey a good, solid shot, it would be as good as a straight talk would be, but most of the rhyming ads that I see do not have these very essential qualities.

This item, clipped from *The Messenger*, of Owensboro, Ky., explains itself:

Phillips Bros. & McAtee, in last Sunday's *Messenger*, offered a new spring dress as a prize to the high school girl who would write for them the best advertisement for to-day's *Messenger*, the editorial staff of the paper to be the judges. There were six contestants for the prize, and it was awarded to Miss Bertha Mocerif.

The idea, of course, is not a new one, but that does not prevent its being good. The offering of prizes for the best advertisement for a local store, to be competed for by any given class of people, or by the whole community, if it is thought best, will always arouse more or less interest.

It is not a direct way of selling goods of course, and about once a year is often enough to use it. This scheme belongs in the same general class as window shows of various kinds and the famous "Silver Statue," which is now perambulating through the country. They are all very good things if they are not indulged in too extensively.

The advertisement which won the prize in the present instance contains a very good suggestion, which could be used in most any store. I would sug-

gest, however, that the heading, "A Great Surprise," is hardly appropriate. If I were a merchant, I would not like to admit that people were surprised to find that the store was a good one.

A Great Surprise!

TRIAL OF

PHILLIPS BROS. & MCATEE.

A SEPARATE VERDICT FROM EACH JUROR:

1. They find that the store is the cheapest in the city.
2. They find that the spring stock is complete.
3. They find that customers are treated well.
4. They find that every one gets more than his money's worth.
5. They find that the spring dress patterns are the finest in the city.
6. They find that the goods are bought cheap for cash, thereby getting large discounts.
7. They find the spring hats are exceedingly beautiful.
8. They find that every one goes there for bargains.
9. They find that the quality of the goods is the best.
10. They find that the store is the most popular in the city.
11. They find that the clerks give attention to their customers.
12. They all concur in the verdict that the whole business is the most complete in the city.

DECISION OF THE JUDGE:

Upon the verdict I find Phillips Bros. & McAtee "guilty" of selling Dry Goods, Notions, Boots and Shoes and Millinery cheaper than any other house in the city.

For Any Business—(By D. J. H.).

A. P. A.

Means After Patronage Always. The above is our motto, and by handling only the best and freshest of goods, we hope to merit a continuance of your trade. We have an especially fine line of—

For a Druggist—(By E. I. Kirk, Jr.).

HAY SEEDS

Are not to be found in our hair. They are not in our line, but if you are a lover of birds you can find the choicest kind of

BIRD SEED

At the SIXTH STREET DRUG STORE. We have it in pound packages, mixed in the city, especially for our trade, with a cuttle fish bone in each package, or we will mix it for you with the best Sicilian seed, under your direct supervision.

For Men's Furnishings—(By T. G. Wright).

The Latest Thing in Collars.

NECKS!

NEXT.

The very newest shape in linen collars comes to us this week from Earl & Wilson. The name is sufficient to the well informed.

"THE BANDBOX," Men's Furnishers,
46 Elm Street.

For a Tailor—(By C. F. Alward).

THAT OLD SAYING ABOUT

NINE TAILORS

being required to make a man is out of date. It only takes one tailor—if he's a good one. For SPRING WEAR the proper thing is a suit and overcoat made from an imported gray Oxford. We are making these up very reasonably. Don't be numbered among the foolish people who think that it costs much to be well dressed. Bear in mind that we are

"THE POPULAR PRICE TAILORS."

For a Druggist—(By E. I. Kirk, Jr.).

Good Sense

goes a great way in selecting appropriate perfumery for the ball or social gathering. On occasions like these people always wish to appear at their best, and only the best should be bought.

Good Scents

are the only kind that we show. You will think so, too, if you try a sample bottle. A large assortment to select from, and prices below the average.

THE SIXTH STREET DRUG STORE.

For a Clothing Store—(By W. N. Squires, Cobourg, Canada).

Thieves Steal.

No person needs to steal when they can buy clothing from us at such low prices as we are selling it.

See Our \$10.00 Suits,

worth—well, come and see for yourself; then judge.

For a Boot and Shoe Store—(By W. N. Squires, Cobourg, Canada).

TAN

Boots and Shoes are all the rage this year. We have them in all sizes—for the fathers, the mothers, the girls and

THE BOYS—

at prices to suit all.

For a Music Store—(By L. R. Morand).

"Do Doleful Dumps

the mind oppress? Let tuneful music lend redress." And buy your tuneful music of us. Our stock is large and well chosen. Clearly printed and free from mistakes. It contains everything, from easy pieces for beginners to sonatas and symphonies for advanced performers. Classical and fin de siècle tunes. Gems from the comic operas. Topical songs.

Pianos and Organs

on such easy terms you hardly know you're paying for 'em. Drop in and we'll explain our easy payment plan.

A. SHARP & CO., Music Hall.

For a Drug Store—(By W. B. Stevens).

A CHILD CAN DO AS WELL AS YOU.

Your
Money
Back
If You
Want It.

They try to make you feel that everything you buy "must be right"
They try to deserve your every-day patronage, good-will and confidence
They charge you 30 cents for a 30-cent prescription, not 60 cents
They do not try to influence you by misleading "Bargain Counter Attractions"
They do not try to make you believe you can buy gold dollars for 90 cents

AT QUENCER'S
AT QUENCER'S
AT QUENCER'S
AT QUENCER'S
AT QUENCER'S

DR. WOODBURY IN BOSTON.

PRINTERS' INK seems to revel in stories that tell of successful newspaper advertising, and an extraordinarily practical illustration of the immediate effect of newspaper publicity coming under the observation of the writer, it is herewith submitted.

Dr. Woodbury, on March 13, went to Boston to open there a branch of the John H. Woodbury Dermatological Institute. He had secured a place in which to do business, and was to take possession March 15th. On the morning of the 14th (the morning he reached Boston) there appeared a half-column announcing the opening of the establishment in four Boston papers, the *Herald*, *Globe*, *Post*, and *Traveler*. Dr. Woodbury patronized two furniture houses, a bank to open an account, a carpenter to do some shelving, a painter to paint signs, the police to get permission to put up the signs, and various other tradesmen to straighten out the details of opening the office. All had noticed in one or the other of the four papers mentioned that the opening of such an establishment was announced. A number remarked the doctor's resemblance to the neckless head that appeared in the announcement. So far for those whom the doctor had to visit.

On the 15th, the day on which it was announced the office would be open, and the day after the advertising appeared, eighteen persons called for consultation, and on Saturday last, just one month from the day of opening, fifty patients were treated. From forty to fifty persons are now treated daily.

Patients have visited the office from all parts of New England during the month, having, as they said, seen the advertisement in either the *Herald* or *Globe*, while the *Traveler* sent in quite a number from the suburbs, and the *Post* held its own vigorously with the city people of Boston. During the month eight advertisements appeared in each paper, about a half column four times, and 100 lines four times.

We wonder if there is a method other than through the newspapers for starting a business with the same expenditure, effort, and in the same time. Respectfully,

W. A. WOODBURY.

125 W. 43d street, City.

THE advertiser bears the same relation to the business that a drummer or outside man does. His work is to bring the people. The store must do the rest. The goods must be all he claims for them. It is his business to paint the truth as rosiy as he can and yours to see that the customers are given honest value for their money.—*M. S. Crawford*.

OBSERVE THE SAVING CLAUSE, SOMETIMES.

Office of the
MISHLER HERB BITTERS Co.,
525 Commerce street.
Established 1855.
PHILADELPHIA, April 26, 1894.

Editor of PRINTERS' INK:

We have received from one of our customers an appeal for a contribution in aid of a "mission church," which contains this inducement:

"Please sign the cards if you contribute, for the cards, and sometimes the communication that accompanies the contribution, are read off to our people; so that the contribution might serve as an advertisement for the contributor."

This strikes us as something new in the way of advertising. What do you think of it?

Of course we sent a liberal contribution, and expect a "boom" in Mishler's Bitters in that congregation. Very truly yours,

MISHLER HERB BITTERS Co.

Displayed Advertisements

30 cents a line: \$100 a page; 25 per cent extra for specified position—if granted.

Must be handed in one week in advance.

SUPERIOR Mechanical Engraving. Photo Electrotype Eng. Co., 7 New Chambers St., N. Y.

RAPID ADDRESSING.

The only authentic Trade Lists, Envelopes and Wrappers addressed in a hurry by machinery. Names guaranteed absolutely correct. For particulars address F. D. BELKNAP, Pres't., 314, 316 Broadway, New York City.

BEST
HALF-TONE
PORTRAIT,

Single col.,

CHICAGO PHOTO ENG. CO., 186 Madison.

\$1.50

POSTAL NOTES ABOLISHED.

The only substitute that will accommodate or satisfy the people is our PATENT COIN MAILING CARDS. Indispensable to a mail business. Special imprint on cards free. Address for samples,

ALVORD & CO., DETROIT, MICH.

**Arthur's and
Peterson's.**

F. E. MORRISON, Adv. Mgr.,
500 TEMPLE COURT. N. Y.

**\$100
PER PAGE**
for both
Magazines.

Notice of Removal.

CAMPBELL
PRINTING PRESS AND
MANUFACTURING
COMPANY,




NEW ADDRESS:

METROPOLITAN BUILDING,
1 MADISON AVENUE,
COR. 23d STREET, NEW YORK.

When in the City don't fail to see our "NEW MODEL" Web run on a DAILY at an easy speed of 9,000 to 12,000 per hour.

MENTION THIS PAPER
WHEN YOU WRITE.



WIRE RACKS

For holding Papers, Letter Files, Letter Books, Circulars Printed Matter, Anything Clean, Light, Strong, Handsome, Portable. In use all over United States. Send for Catalogue and testimonials.

POPE RACK COMPANY
ST. LOUIS, MO.




**THE CRYSTAL
PAPER WEIGHT**

**Advertising
Clock.**

Write for prices.
**BAIRD
CLOCK CO.,**
Plattsburg,
N. Y.

Gas Iron \$3.00

Delivered FREE
on receipt of price.
ONE IRON INSTEAD OF SIX
Costs 5c. a day to Heat
NO EXTRA FIXTURES
REQUIRED.



**THE BOLGIANO
WATER MOTOR CO.**
416 Water St.
BALTIMORE, MD.

PATENT APPLIED FOR
Agents and Dealers wanted everywhere.
WHOLESALE AND RETAIL.

Will It Pay?

is the first consideration
of judicious advertisers.

THE VICKERY & HILL PEERLESS LIST

Does Pay.

HERE IS PROOF.

The International Medical Association, Chicago, received during March over **2,100** replies to a 19-line advertisement.

A prominent educational advertiser received **361** applications from January to April 15th from a six-line advertisement running regularly, and has increased his space, in these papers only, to three inches.

An experienced advertiser bought a whole page for April, and telegraphed to continue in May.

We have more of this nature. Our columns are always well filled with advertisements of prominent and successful advertisers.

GUARANTEED CIRCULATION FOR 1894,

18,000,000.

No monthly issue this year has been less than

1,500,000.

Correspondence promptly answered.

THE VICKERY & HILL CO.,
AUGUSTA, MAINE.

New York Office, 517 Temple Court.
C. E. ELLIS, Special Representative.

General Advertisers

I have given so much attention to retail advertising that a great many have the idea that I write nothing else. That idea is wrong.

I write medical ads and circulars particularly well.

I write all sorts of ads and circulars as well as I know how. I try to be reasonable, logical, forceful, convincing—I try to "sell goods." I don't charge as much for it as some do; still I am not "a cheap man." If I cannot make the work good you don't pay for it.

Drawings, too, if you like.

Write to me.

Charles Austin Bates,

Vanderbilt Bldg., N. Y.

THE SALES LADY.



Often in the morning
There comes a feeling
Of weariness, indescribable;
Not exactly ill,
Nor fit to go to the store,
But too near well
To remain away.

One • Ripans • Tabule

Taken at night,
Before retiring,
Or just after dinner,
Has been known
To drive away that
Weariness—for months.
And, would you believe it?
There are
THREE DOZEN
IN A BOX.

Figures, Not Talk.

OFFICE OF

THE CALL

26 South Seventh St., Philadelphia.

April 10, 1894.

We give below a specimen list of the daily sales of **THE CALL**. The sales in all other sections of the city and outlying cities and towns are relatively the same.

THE CALL is sold by nearly 1000 newsboys and newsgirls, 400 newsdealers, and is delivered to residences by 30 carriers. Ten delivery wagons, besides special messengers, are required daily for the delivery of **THE CALL**'S bundles to customers.

A Few Specimen Daily Sales of **THE CALL**, by
Only 27 Newsdealers and Newsboys.

	COPIES
Broad Street Station (4 stands).....	9 5
Charles G. Ivins, 4th and Girard Avenue..	875
John Foley, 1 Market Street.....	610
Smith, 208 Cumberland Street.....	210
J. F. Stetser, Gloucester, N. J.....	70
A. Hilt, Ridge Avenue Cars.....	525
J. Paul, 809 Green Street.....	75
Stand in Market Street Ferry.....	180
D. J. La Rue, 32d and Market Streets.....	190
John Donnelly (blind man), East End Public Buildings.....	125
Depot, Twelfth and Market Streets.....	780
B. J. McConnell, 5th and Market Streets..	145
W. Rau, 3d and Market Streets.....	105
J. Auferhelder, 3d and Walnut Streets..	190
Rahme, 38 North Broad Street.....	225
"Dutch Willie," 6th and Walnut Streets..	210
J. Gill, 9th and Chestnut Streets.....	140
Three Colored Boys at 13th and Chestnut Streets.....	845
E. J. King, 840 South Second Street.....	125
A. Watkins, 6th and Chestnut Streets.....	140
L. Rau, 7th and Chestnut Streets.....	170
J. Rau, 9th and Arch Streets.....	140
Camden, Market Street Stand.....	85
Camden, Federal Street Stand.....	105
Winnemore, 4th and Market Streets.....	130
Sexton, Front and South Streets.....	100
Van Gunten, 15th and Wharton Streets...	150

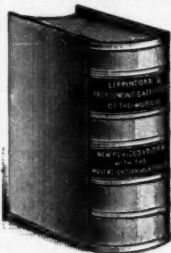
Write to any newsdealer in Philadelphia and you will find that **THE CALL** leads in a majority cases in actual sales over all other afternoon newspapers.

ROBERT S. DAVIS, Proprietor.

EDGAR M. HOOPES, Wilmington, Del.,
Manager Foreign Advertising.

LIPPINCOTT'S PRONOUNCING GAZETTEER OF THE WORLD.

Edition of 1893. Revised and Enlarged.
WITH LATEST CENSUS RETURNS.



A complete pronouncing Gazetteer or Geographical Dictionary of the world, containing notices of **over 125,000 places**, with recent and authentic information respecting the Countries, Islands, Rivers, Mountains, Cities, Towns, etc., in every portion of the globe.

Invaluable to the Student, Teacher, Merchant, Journalist and members of other learned professions.

One Imperial 8vo volume of nearly **3,000 pages**.

Send for free prospectus, with specimen pages and testimonials.

Sold by all Booksellers.

PUBLISHED BY

J. B. LIPPINCOTT COMPANY,
PHILADELPHIA, PA.

SUMMER BOARDERS.

THE

National

Tribune

OF WASHINGTON, D. C.,

reaches the most prosperous people in every town in the North and West.

Summer Hotel Proprietors would do well to use its columns to reach a paying class of patrons. Address

THE NATIONAL TRIBUNE,

WASHINGTON, D. C.

Or BYRON ANDREWS,

66 Pulitzer Building, New York City.

**There is
One Way and but one,**

and fortunately that is an inexpensive way—for the advertiser to cover the rich gas and oil region of northwestern Ohio.

It
is
by
using

The Toledo Blade

Circulation—Daily above **15,000** copies each issue. The Weekly Blade is the Great National Journal of the West. Circulation always above **100,000**.

For rates to advertisers address
THE BLADE, TOLEDO, OHIO.

ONE OF THREE

Only three weekly papers in the State of Wisconsin are accorded a circulation rating of more than 20,000 copies by the American Newspaper Directory for 1894, which appeared April 30th, and one of these is the

MILWAUKEE WEEKLY WISCONSIN

Eastern Branch Office:
10 Spruce St., New York.
CHARLES H. EDDY, Manager.

THE FACT

that over a million and a quarter Homes have declared their preference for a comparatively new publication very naturally suggests that this phenomenal popularity rests upon some successful secret.

THE SECRET

is this: COMFORT is unlike any other paper. Its original, exclusive copyrighted matter appeals to the heads and hearts of **The People** and carries pleasure and profit to six million readers.

THE RESULT

is: "If you put it in COMFORT it pays."



VOLUME 8 1894
PRICE 25 CENTS PER YEAR

MAY 1894

PRINTED BY
THE GANNETT & MORSE CONCERN
AUGUSTA, MAINE.

Home Office:
Augusta, Maine.

Space of agents or direct of the publishers.

Boston:
John Hancock Building.

New York:
Tribune Building.

SINCE I COMMENCED SELLING NEWS INK FOR CASH WITH
THE ORDER, I HAVE SOLD

10 Tons!

AND 1,150 POUNDS OVER.

And not one pound has been returned,

And not one buyer has found any fault.

Buyers have come from **32** different States and from Canada.

I have had **171** orders from **153** different people.

FOUR CUSTOMERS HAVE BOUGHT TWICE,

TWO CUSTOMERS HAVE BOUGHT THREE TIMES,

ONE CUSTOMER HAS BOUGHT FOUR TIMES,

ONE CUSTOMER HAS BOUGHT EIGHT TIMES,

And not one has found any fault.

The one customer who has bought eight times is the great publishing house of
GEORGE MUNRO'S SONS, No. 17 to 27 Vandewater St., New York City.

The following is the first testimonial that I received:

TURNER'S FALLS "REPORTER" STEAM PRINTING ESTABLISHMENT,
Cecil T. Bagnall, Editor and Proprietor.

Wm. Johnston, 10 Spruce Street:

TURNER'S FALLS, Mass., Feb. 16, 1894.

DEAR SIR—I note your last ad in PRINTERS' INK, "sovereign for a shilling." While we all know there is considerable humbug in ink—that is, we sometimes pay three times what we should for same results—there is always a fear of getting some nasty mess if we go down in price too far. If there is anything meaner in the world than a cheap and nasty ink I should like to know what it is, and yet the sample I got from you at 5¢ cents so far appears as satisfactory as some I have been paying 25 cents a pound for. Sincerely,

CECIL T. BAGNALL.

My second testimonial was a long time coming, but here it is:

THE INDIANA PUBLISHING COMPANY, FINE BOOK AND JOB PRINTERS,
Publishers of the "INDIANA COUNTY GAZETTE,"

Over 15,000 Readers Weekly.

Mr. William Johnston:

INDIANA, Pa., April 5, 1894.

A short time ago, against the wish and advice of my foreman, I decided to cut away from 9-cent news ink and try yours, because your ads in PRINTERS' INK convinced me that you would do what you claimed to be able to do. Accordingly I sent you a check for \$1.50 and a sample copy of the Gazette, and a 25-pound keg of ink came. We used it for the first time this week, and suffice it to say Mr. Foreman was compelled to eat crow and confess that it was fully equal to the ink for which we had been paying \$9.00 per 100 pounds. I congratulate you.

WALTER H. JACKSON,
Manager Indiana County Gazette.

My third testimonial came soon after:

BOWLING GREEN "DAILY SENTINEL AND WEEKLY SENTINEL AND GAZETTE,"
Brewer, Rudolph & Vail, Publishers and Printers.

Wm. Johnston:

BOWLING GREEN, Ohio, April 9, 1894.

Inclosed is the stuff to pay for a 250-pound barrel of news ink (\$11.25). We've tried a keg and are stuck on it, so to speak. Our first order will give you temperature of room and other specifications. Yours,

BREWER, VAIL & HOFFA.

This is my fourth and last testimonial:

OFFICE OF "NEW JERSEY GAZETTE,"
CAMDEN, N. J., April 23, 1894.

Wm. Johnston, Esq.:

ink very satisfactory. Inclosed find check for 100 lbs. more. Will keep right on with yours if ink remains the same. Yours truly,

A. C. GRAY.

NEWS INKS. Best in the World: Warranted.

I want orders, accompanied by a check in full payment—not otherwise. Goods delivered free at any railroad or steamboat in N. Y. City.

500-pound Barrel at 4c.,	\$20 00
250-pound Barrel at 4½c.,	11 25
100-pound Keg at 5c.,	5 00
50-pound Keg at 5½c.,	2 75
25-pound Keg at 6c.,	1 50

Send copy of paper and tell kind of press used and temperature of press-room. Satisfaction guaranteed. Address

WM. JOHNSTON,

FOREMAN PRINTERS' INK PRESS,

10 SPRUCE ST., NEW YORK.

CHECK WITH ORDER—EVERY TIME.

The Colorado Sun,

N. EISENLORD, Manager.

DENVER, COLO.



Only afternoon paper in Denver publishing Sunday Morning edition. Prints, regularly, double number of "Want Ads" run by any other Denver paper. Best indication of greatest local popularity.

Only Big Weekly in Rocky Mountain Country. More than four times combined weekly issues of other three Denver papers, and only one that furnishes advertisers post-office receipts. Why don't others prove even their small claims?



CIRCULATION OF THE WEEKLY SUN:

FOR WEEK ENDING April 28, 1894.

Colorado	4431
Texas	2699
Oregon	2104
Kansas	1640
California	1904
Nebraska	1443
Washington	1386
Idaho	1050
South Dakota	986
Missouri	961
Utah	937
Montana	921
Wyoming	903
Indian Territory	662
Illinois	599
Arizona	537
Nevada	537
Oklahoma	515
New Mexico	506
Minnesota	504
North Dakota	494
Iowa	406
Michigan	373
Indiana	132
New York	100
Ohio	82
Pennsylvania	65

Carried forward... 36,549

FOR WEEK ENDING April 28, 1894.

Brought forward	36,549
Arkansas	45
Wisconsin	43
Canada	36
Tennessee	34
Massachusetts	27
West Virginia	18
North Carolina	18
Maine	15
Kentucky	14
Vermont	14
Georgia	11
Florida	10
Alabama	10
South Carolina	8
Delaware	7
Mississippi	6
Virginia	6
Louisiana	6
New Jersey	5
Connecticut	4
Rhode Island	4
District of Columbia	3
Maryland	2
Foreign	2
Old Mexico	1
Alaska	1
New Hampshire	0

Total..... 26,899

For Rates, Sample Copies, etc., address

THOS. D. TAYLOR,

MANAGER EASTERN OFFICE,

TRIBUNE BUILDING,

NEW YORK CITY.

Experience Does It.



To make money now you must be willing to spend some. Many seem to think that it is only a new article that needs advertising, but that is a great mistake.

Let the shoe manufacturer advertise his shoes; others have made fortunes doing it.

Nothing is too common to have its sale materially increased by newspaper publicity.

Judicious advertising is not only the best way to make customers, but it is the cheapest as well. It gets them and it keeps them for you.

There is strong competition now in all lines of business. You need advertising to give you your share of the trade, and you need it done in the most skillful and intelligent way.



SUGGESTIONS AND PLANS
FURNISHED UPON REQUEST.

The Geo. P. Rowell Advertising Co.,

NEWSPAPER AND MAGAZINE ADVERTISING,

10 SPRUCE ST., NEW YORK.